GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data is indicated in boldface type, with the survey paragraph number following the subject. Page indices for Sections I-VI appear on dividers preceding those sections.

SUBJECT	SURVEY PARA. NO./SECTION
ABC—Audit Bureau of Circulations, definition	I
ABC estimates (City Zone, Retail Trading Zone, Newspaper Designated Market)	
Households	4..II, VI
Population	3..II, VI
Advertising, local contact	16..II, VI
Airlines/Airports	2..II, VI
Apparel stores, number & sales	V
Auto dealerships	13..II, VI
Auto registrations, passenger	6..II, VI
Auto supply stores, number & sales	V
Average weekly wage	9..II, VI
Banks, number & deposits	5..II, VI
Better living index	IV
Bus lines	2..II, VI
Business classifications of retail stores	I
Canada	(map)..VI
Canadian newspaper representatives	I
Chain drug stores	13..II, VI
Chain supermarkets	13..II, VI
Chain stores, other	13..II, VI
Circulation, daily & Sunday newspapers	16..II, VI
City population, '90 census	3..II
City Zone (CZ), definition	I
Climate, min. & max. temp.	10..II, VI
Consolidated Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Colleges and universities	15..II, VI
Contact, advertising & merchandising data	16..II, VI
Cost of living index	IV
County	(maps)..II
County, name & location	1..II, VI
County, ranking of	I
County seat	(maps)..II
Crime index	IV
Daily newspapers	16..II, VI
Definitions & notes	I
Department stores, names	13..II, VI
Discount stores, names	13..II, VI
Disposable personal income, definition	I
Drug stores, chain	13..II, VI
Drug stores, number & sales	V
Eat/drink stores, number & sales	V
Economic areas (MSAs, PMSAs, CMSAs, NECMAs)	
definition	I
state maps	II
Electric meters, residence	7..II, VI
Ethnicities by state, MSA, NECMA county & city	III
Fast food, chain	13..II, VI
Food stores, number & sales	V
Freight carriers	2..II, VI
Furniture stores, number & sales	V
Gas meters, residence	8..II, VI
Gasoline service stations, number & sales	V
General merchandise stores, number & sales	V
Graduation Rates, high school & college	IV
Highways serving city	1..II, VI
Households, city, county	4..II, VI
Households, number & income by state, MSA, NECMA, county & city	IV
Income estimates, total, per capita & per household	IV
Income per household, definition	I
Industrial pay days	9..II, VI
Industries in city zone	9..II, VI
Lumber, hardware stores, number & sales	V
Map, Canada (all provinces)	VI
Maps, U.S.	II
Market Rankings, All MSAs, top 250 counties, top 250 cities	I
Median Housing value	IV
Median rent	IV
Merchandising, local contact	16..II, VI
Metropolitan Areas	
definition	I
location of	(maps)..II
Military installations	14..II, VI
Motor freight carriers	2..II, VI
National newspaper representatives, U.S. & Canada	I
New England County Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Newspaper Designated Market, definition	I
Newspaper representatives of local daily papers	16..II, VI
Newspapers, daily & Sunday	16..II, VI
Per capita income by state, MSA, NECMA, county & city	IV
Population, city & RTZ	
'90 census (U.S.)	3..II
'96 census (Canada)	3..VI
Population by state, MSA, NECMA county & city	III
Primary Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Principal industries, number of employees, av. wage	9..II, VI
Railroads	2..II, VI
Retailing, local market	12, 13..II, VI
Retail stores, sales estimates	V
Retail Trading Zone (RTZ), definition	I
Shopping centers	12..II, VI
Shopping days, principal	12..II, VI
Supermarkets, chain	13..II, VI
Supermarkets, definition	I
Tap water, quality of	11..II, VI
Temperature, seasonal max. & min.	10..II, VI
Transportation	2..II, VI
Variety stores	13..II, VI
Wages, average in principal industries	9..II, VI
Waterways, (transportation)	2..II, VI